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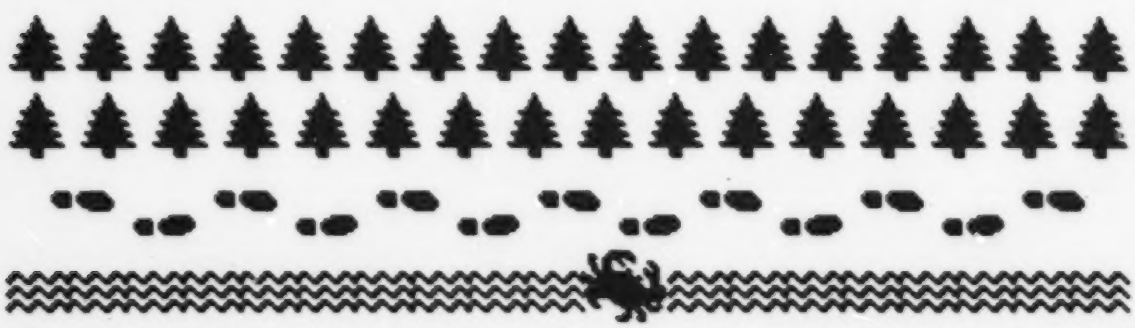
PACIFIC RIM NATIONAL PARK 1989 VISITOR SURVEY RESULTS

BROKEN GROUP ISLANDS



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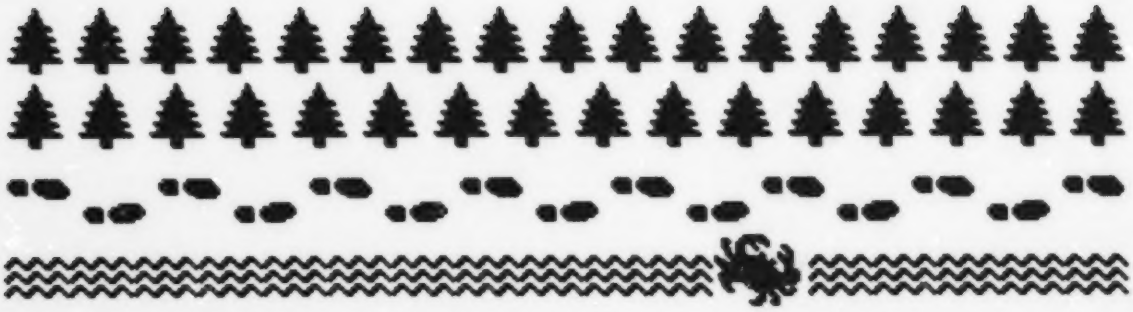
BROKEN GROUP ISLANDS
EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Introduction: This report summarizes the results of visitor surveys conducted in the Broken Group Islands Unit of Pacific Rim National Park during the summer of 1989. Surveys were obtained from 250 private boaters (74% return rate); 250 campers (66% return rate); 220 visitors traveling on the Lady Rose Ferry Service (95% return rate); and 220 visitors traveling on the Dixie IV Ferry Service (78% return rate). Private boaters were people traveling on sail boats or motor vessel. Campers were canoeists or kayakers, traveling by non-mechanized transport. Visitors traveling on the Lady Rose or Dixie IV were dayuse visitors.

This section of the report is a synthesis of the major findings of the four surveys. Following this synthesis is a separate summary report of each survey.

Origin: Many of the boaters were from the United States (60.7%), whereas more campers, and travelers on the Dixie IV and Lady Rose (dayusers) were Canadians.

Nature of Visit: The Broken Group area was the major destination for most campers (82.9%), but not so for as many boaters (50.8%), for the Dixie IV (7.3%), or for the Lady Rose (18.6%).

Awareness of Being in a National Park: Most campers (71%), and most boaters (82.8%) were aware that the Broken Group Islands are part of a National Park, but fewer passengers on the Dixie IV (45.5%) or the Lady Rose (43.0%) are aware of this.

Source of Information About the Broken Group: Word of mouth tends to be the most effective source of information for most visitors, although for passengers on the Lady Rose and the Dixie IV, Tourist Information Centres, National Park Information Centres, and the media were also important.

Age and Gender: The most significant age group varies somewhat for each user group: for boaters it is 35-49 years; for campers it is 25-34 years and 35-49 years; for the Lady Rose it is 50-64 years; and for the Dixie IV it is 25-34 years. There was very little distinction in gender for any of the user groups.

Motives: As illustrated in Table 1, passengers traveling on the Dixie IV and the Lady Rose seem to be motivated primarily by the desire to enjoy the natural features of the area; whereas boaters and campers are also motivated by other opportunities: for adventure/ a wilderness experience; to get privacy/ solitude; to get

away from it all; and to spend time with family and friends. Campers can be distinguished somewhat from boaters by a greater significance they seem to attach to the adventure/wilderness experience, learning new skills, and challenging themselves.

Visitors With Physical Disabilities: More visitors with physical disabilities visit this area on the Dixie IV (9.6%) and the Lady Rose (12.1%), than as boaters (5.7%) or campers (4.7%). Although relatively small in numbers, these visitors expressed high levels of satisfaction with their experience in the area.

Satisfaction: All four groups of visitors expressed high levels of overall satisfaction. Campers and boaters expressed some concerns about potable water and docking facilities.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to the area, and if these criteria were met on their trip. Visitors responses to these two kinds of questions were analyzed schematically, as illustrated in Table 2, drawn from the responses of the camping group. These figures can be interpreted as follows. The proportion of satisfied respondents is indicated in the upper right quadrant of each figure (criteria is important, and was met); unsatisfied respondents are represented in the lower right quadrant (criteria is important but not met). Hence, in Table 2 examination of the figure representing the criteria of "seeing an untouched natural environment", indicates that of the 175 people who responded to this item, 89.1% were satisfied, and 9.7% were unsatisfied. For 1.1% of these visitors, this criteria was not important.

Comparative results to these items are summarized in Table 3. Clearly, visitors seem to be very satisfied with respect to the following criteria: scenery; seeing wildlife and natural resources; water conditions; seeing an untouched environment; meeting friendly people; and camping opportunities. However there were some apparent concerns with respect to heritage/ cultural resources and foul weather opportunities. Needless to say, these results need to be interpreted with caution given the low response rates to some items, as indicated.

Summary: Overall, it appears that the Broken Group Islands are currently attracting three types of user groups that differ somewhat in their mode of travel, their characteristics, and the nature of the experience they are seeking. Boaters and campers are seeking a more intense experience characterized by adventure, privacy, solitude as well as the enjoyment of natural features. However campers are more committed to adventure, traveling by non-mechanized transport, and learning new skills than boaters. For most campers this is their major destination, whereas this is true of only about half the boaters. Most boaters are from the

U.S. (60%), whereas most campers (61%) are from Canada. Boaters tend to be older than campers.

The third major visitor group are the day visitors, the passengers on the Lady Rose and the Dixie IV. For these people, the Broken Group is not usually their main destination, and there are very few repeat visitors. The focus of their experience is the enjoyment of natural features, with much less emphasis on any other motives expressed by the boaters or campers.

These three groups appear to be quite distinct in the many ways outlined above, but there is little indication in the survey data of any strong conflicts between the three groups (although the survey did not seek to explore this issue directly, only through open ended questionnaire items). Subsequent management decisions will need to be taken with careful consideration of the consequences to each of these three groups.

It seems reasonable to assume from these results, that there is a high demand from the camping group to manage this area as a primitive setting. Given the absence of legislated coastal wilderness opportunities on the British Columbia coastline, there is a strong argument here for managing the Broken Group Islands primarily as a zone II wilderness area, in the spirit of the National Park Policy. It seems likely that dayusers could continue to be accommodated with the existing ferry services offered by the Dixie IV, the Lady Rose, and the Island Princess. Since this area is not a primary destination for the private boaters, and since much of the remaining coastline of the province is well suited for pleasure boating, it seems inappropriate to invest in services or facilities for boaters in the Broken Group Unit.

Table 1: Important Motives For Visiting the Broken Group Unit

Motive*	Campers	Private Boaters	Dixie IV	Lady Rose
To get privacy/solitude.....	83.7	85.9	56.7	39.5
To get away from it all.....	87.6	86.0	66.8	56.4
To spend time with family/ friends.....	70.9	72.9	38.7	49.7
For adventure/wilderness.....	93.5	77.9	69.1	59.0
To learn new skills.....	64.1	45.1	___	___
To challenge/ test abilities	57.6	45.9	___	___
To meet new people.....	14.8	25.9	18.5	25.7
To enjoy natural features....	98.0	97.5	93.8	85.8

* Percentage of visitors who indicated this motive was "important" or "very important" for their trip that day.

"___" indicates where item not included on questionnaire

Table 2. Success Criteria: Campers

SCENERY
(n=193)

	Met	
	99.5%	
Not Needed		Needed
	0.5%	
	Not Met	

WILDLIFE/ NATURAL RESOURCES
(n=193)

	Met	
0.5%	97.4%	
Not Needed		Needed
	2.1%	
	Not Met	

HERITAGE/CULTURAL
(n=70)

	Met	
5.7%	58.6%	
Not Needed		Needed
1.4%	34.3%	
	Not Met	

WEATHER
(n=156)

	Met	
1.9%	84.0%	
Not Needed		Needed
	14.1%	
	Not Met	

WATER CONDITIONS
(n=153)

	Met	
3.3%	77.8%	
Not Needed		Needed
	19.0%	
	Not Met	

UNTOUCHED NATURAL ENVIRONMENT
(n=175)

	Met	
1.1%	89.1%	
Not Needed		Needed
	9.7%	
	Not Met	

Table 3: Important "Success Criteria" For Visiting the Broken Group Unit

Success Criteria (sample size).....	Campers (250)	Private Boaters (122)	Dixie IV (220)	Lady Rose (220)
Scenery				
n.....	193	105	98	149
Criteria met (%).....	99.5	98.1	95.9	94.6
Criteria not met (%).....	0.5	1.1	2.0	2.0
Wildlife/natural resources				
n.....	193	93	98	122
Criteria met (%).....	97.4	95.6	82.3	80.3
Criteria not met (%).....	2.1	1.1	14.9	17.2
Heritage/cultural				
n.....	70	29	59	48
Criteria met (%).....	58.6	55.2	64.4	50.0
Criteria not met (%).....	34.3	44.8	30.5	37.5
Weather				
n.....	156	88	115	122
Criteria met (%).....	84.0	74.4	79.1	72.1
Criteria not met (%).....	14.1	25.6	15.7	23.8
Water conditions				
n.....	153	71	76	86
Criteria met (%).....	77.8	91.5	85.5	90.7
Criteria not met (%).....	19.0	8.5	7.9	3.5
Untouched environment				
n.....	175	91	124	112
Criteria met (%).....	89.1	95.6	87.1	84.8
Criteria not met (%).....	9.7	3.3	9.7	12.5
Angling opportunities				
n.....	103	86	18	11
Criteria met (%).....	86.4	91.9	38.9	27.3
Criteria not met (%).....	9.7	8.1	38.9	27.3
Foul weather alternatives				
n.....	61	46	24	17
Criteria met (%).....	62.2	80.4	54.2	29.4
Criteria not met (%).....	16.4	17.4	29.2	35.3

"___" indicates where less than 10 people responded, so summary data not presented.

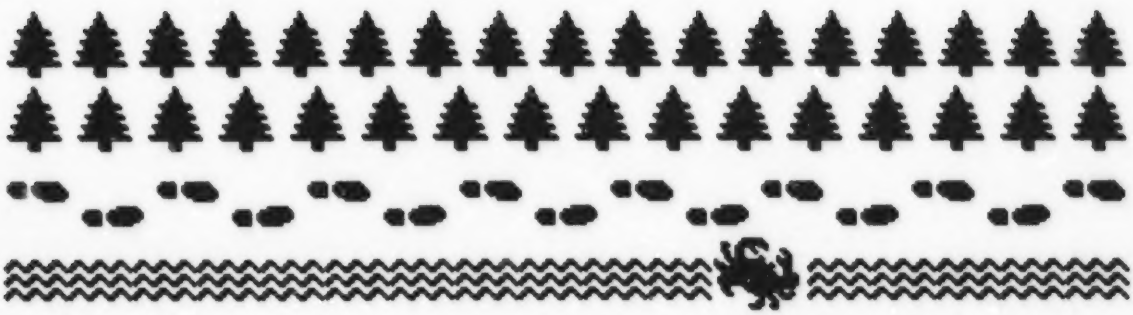
(Table 3 Continued)....

Table 3 (Continued): Important "Success Criteria" For Visiting the Broken Group Unit

Success Criteria (sample size).....	Campers (250)	Private Boaters (122)	Dixie IV (220)	Lady Rose (220)
Accomodation/camping				
n.....	163	5	33	45
Criteria met (%).....	91.4	80.0	63.6	69.6
Criteria not met (%).....	7.4	20.0	27.3	8.7
Friendly people				
n.....	123	63	18	103
Criteria met (%).....	91.9	98.4	91.6	93.2
Criteria not met (%).....	3.3	1.6	3.2	1.9

"___" indicates where less than 10 people responded, so summary data not presented.

BROKEN GROUP ISLANDS
SURVEY ANALYSIS



CAMPERS

BROKEN GROUP ISLANDS

BROKEN GROUP ISLANDS SURVEY ANALYSIS: CAMPERS

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 250 campers who visited the Broken Group Islands during the summer of 1989. The results are displayed primarily in tabular form, with brief comments provided below.

Visitor Profile: As Table 1 indicates, most campers come from British Columbia, Alberta, or the Pacific Coast of the United States. The Broken Group Unit is the main destination for most of these visitors (82.9%), and for many this is their first visit to the area (66.4%). Over a quarter of these campers were not aware they were in a national park. Most people learn about the area from word of mouth. Most campers are between the ages 25-34 years (34.6%) or 35-49 years (35.6%); much fewer are older or younger than these age groups. This can probably be explained by the skill and strength required to safely canoe or kayak in these waters. The most important motives are the enjoyment of natural features; the adventure/wilderness experience; getting away; and privacy. Meeting new people is not an important motive for many campers. About 4.6% of these campers have some physical disability.

Trip Profile: Nearly all campers are traveling by canoe or kayak (87.1%), departing from either the Lady Rose (50.7%), or from Toquart Bay (43.3%). There is considerable variation in length of stay, with a rather large proportion staying longer than 5 nights (29.3%). No obvious visitation patterns are suggested in these results, with all the islands experiencing similar rates of visitation and overnight camping. However, there are several other islands that people visit as well as those listed on the questionnaire.

Visitor Satisfaction: Overall satisfaction is extremely high , although many campers were not satisfied with the availability of potable water, docking facilities, park literature, or park signs.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip in this area, and if these criteria were met on their trip. Visitor responses to both of these questions are displayed in Table 4. For each type of criteria, it is apparent that the most satisfied responses are indicated in the upper right quadrant, and the least satisfied responses are represented in the lower right quadrant. Using this interpretation, it is apparent that campers were satisfied with most aspects of their experience, although concerns are evident with regard to heritage/cultural resources, suitable weather conditions, and water conditions.

Table 1. Visitor Profile: Broken Group Campers

Origin:

British Columbia	48.0%
Alberta	9.7%
Eastern Provinces	3.3%
USA Pacific	32.0%
USA Mountain	1.9%

Nature of Visit:

Main Destination	82.9%
Planned Stop	13.8%
Unplanned Stop	2.8%

Repeat Visitation:

Yes	28.1%
No	66.4%

Awareness of Being in a National Park

Yes	71.0%
No	28.0%

Source of Information About Broken Group:

Media	3.7%
Tourism Information Centre	2.3%
Word of Mouth	66.8%
N.P Information Centre	4.6%
Sportsman/Travel Shows	0.9%
Other	15.7%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male	4.9	3.7	2.1	16.4	20.3	5.5	1.8
Female	4.0	1.8	2.6	18.2	15.3	2.7	0.9

Important Motives For Visiting the Broken Group Islands:

To get some privacy/solitude	83.3%
To get away from it all	87.6%
To spend time with family/ friends	70.9%
For adventure/ wilderness experience	93.5%
To learn new skills	64.1%
To challenge/ test abilities	57.6%
To meet new people	14.8%
To enjoy natural features	98.0%
Other	18.0%

Disabilities:

Mobility	1.4%
Hearing	1.4%
Visual	0.9%
Other	0.9%

Table 2. Trip Profile: Broken Group Campers

Point of Departure

Lady Rose	50.7%
Toquart Bay	43.3%
Ucluelet	1.8%
Port Alberni	0.9%
Bamfield	2.3%
Other	0.9%

Type of Vessel:

Canoe	24.4%
Kayak	62.7%
Sailboat	1.4%
Motorboat	7.8%
Motorvessel	0.9%
Other	2.8%

Total Nights in Broken Group:

1 Night	0.9%
2 Nights	11.5%
3 Nights	17.1%
4 Nights	18.9%
5 Nights	14.3%
6 - 10 Nights	25.8%
Over 10 Nights	3.5%

Type of Visit:	Landings:	Ave. # Nights Camping:
Benson	36.0%	2.5
Clarke	50.7%	2.6
Dodd	49.8%	2.3
Gilbraltor	55.8%	2.2
Gilbert	25.3%	1.7
Hand	45.0%	2.0
Jacques	32.2%	3.2
Turret	48.9%	2.7
Willis	53.0%	2.6
Other	69.1%	2.2

Activities:

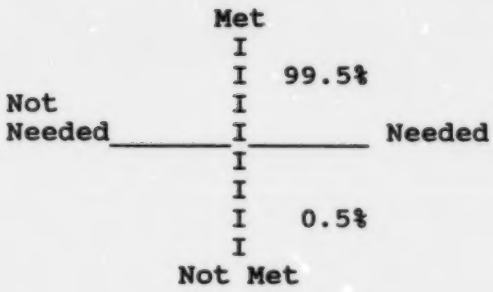
Camping	99.0%
Sport Fishing	61.2%
Beachcombing	81.1%
Kayaking/Canoeing	90.7%
Sightseeing (land and water)	95.8%
Viewing Marine Mammals	87.5%
Viewing Intertidal/Tidal Pools	85.2%
Bird Watching	74.6%
Scuba Diving	2.3%
Other	37.8%

Table 3. Visitor Satisfaction: Campers

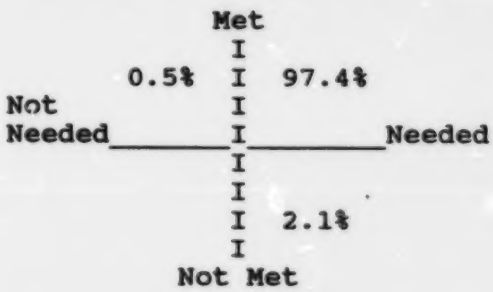
Overall Satisfaction	
Very Satisfied	70.0%
Satisfied	24.9%
Dissatisfied	1.4%
Very Dissatisfied	0.0%
Overall Satisfaction (Satisfied or Very Satisfied) by...	
Main destination	96.1%
Planned stop	100.0%
Unplanned stop	100.0%
First visit	98.6%
Repeat visitor	78.6%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	100.0%
Other disability	100.0%
Facility and Service Satisfaction (% Satisfied or Very Satisfied)	
Park signs	75.5%
Park literature	53.9%
Campsites	89.3%
Toilets	80.6%
Potable Water	32.7%
Docking Facilities	59.0%
Park Employees	93.9%
Marine chart	90.7%

Table 4. Success Criteria: Campers

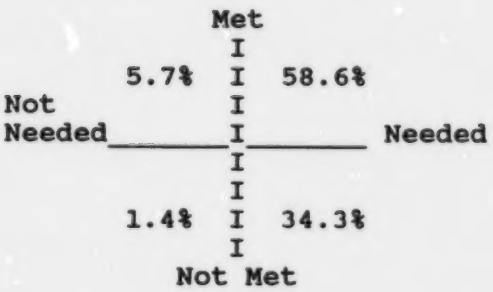
SCENERY



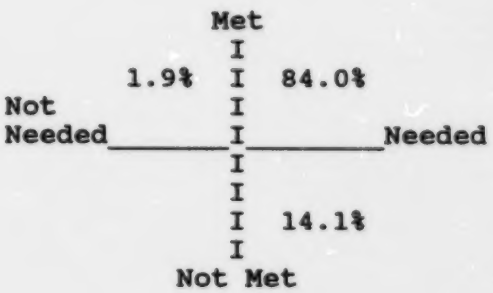
WILDLIFE/ NATURAL RESOURCES



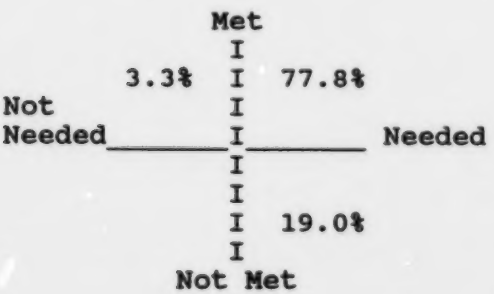
HERITAGE/CULTURAL



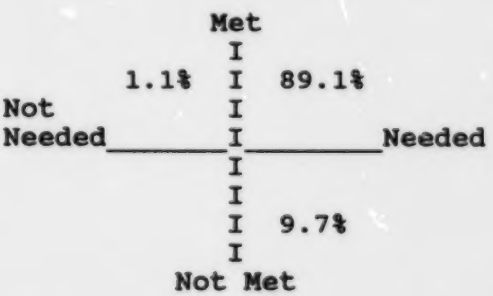
WEATHER



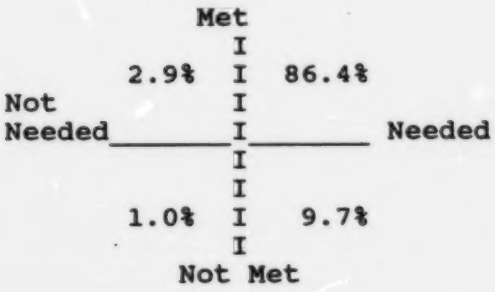
WATER CONDITIONS



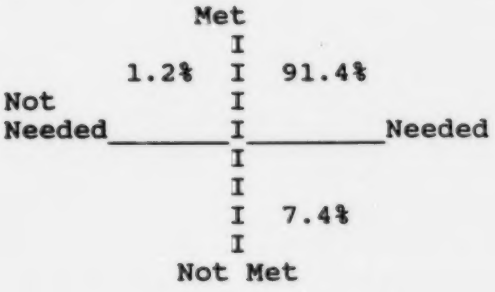
UNTOUCHED NATURAL ENVIRONMENT



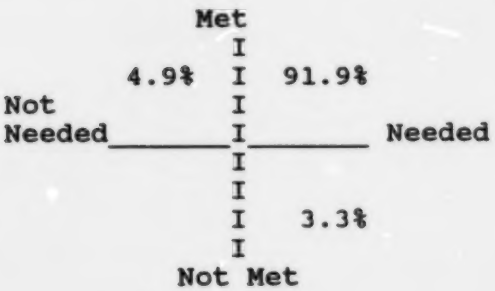
ANGLING OPPORTUNITIES



ACCOMMODATION/CAMPING FACILITIES



FRIENDLY PEOPLE



PRIVATE BOATERS

BROKEN GROUP ISLANDS

BROKEN GROUP ISLANDS SURVEY ANALYSIS: PRIVATE BOATERS

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 122 private boaters who visited the Broken Group Islands during the summer of 1989. The results are displayed primarily in tabular form, with brief comments provided below.

Visitor Profile: As Table 1 indicates, a rather large proportion (60.66%) of the private boaters visiting the Broken Group Islands are from the United States. Most of the other visitors reside in British Columbia. Most visitors are aware they are in a National Park, and nearly half are repeat visitors. The major source of information about the area is provided by word of mouth. The most important motives for visiting this area include: the desire to see the natural features of the area; for privacy; and to get away from it all. The needs for challenge or to learn new skills are not as important for these visitors. About 4.7% of these visitors have some form of physical disability.

Trip Profile: Most boaters are traveling in a sailboat (68%) or a large motorboat (Table 2). Over a third of these visitors will stay in the area for six or more days, and will engage in a variety of recreational activities, although relatively few of these visitors will camp on any of the islands. Nearly three-quarters of these visitors are 35 years or older.

Visitor Satisfaction: This group of boaters are very satisfied with their experience in the Broken Group Islands, although some concerns were expressed regarding potable water, and docking facilities.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip in this area, and if these criteria were met on their trip. Visitor responses are displayed in Table 4. In each case, it is important to compare the responses in each quadrant. For example, with regard to scenery, nearly every visitor (98.1%) said this criteria was needed (important), and this criteria was met (satisfied). Only 1.1% of the visitors said this criteria was important, but was not met (unsatisfied). Using this interpretation, it is apparent that most visitors were satisfied with the various aspects of their experience, although some concerns were raised with regard to heritage/cultural resources, the weather, and camping facilities.

Table 1. Visitor Profile: Broken Group Private Boaters

Origin:

British Columbia	35.25%
Alberta	1.64%
Ontario, Quebec	1.64%
USA Pacific	60.66%
USA Mountain	0.82%

Nature of Visit:

Main Destination	50.82%
Planned Stop	47.54%
Unplanned Stop	1.64%

Repeat Visitation

Yes	42.62%
No	57.38%

Awareness of being in a National Park

Yes	82.79%
No	15.57%

Source of Information About Broken Group:

Media	0.82%
Tourism Information Centre	0.82%
Word of Mouth	71.31%
N.P Information Centre	0.00%
Sportsman/ Travel Shows	0.00%
Other	20.49%

Gender and Age (%)	-11	12-17	18-24	25-34	35-49	50-64	65+
Male (%)	4.9	1.7	1.4	4.9	19.3	15.7	2.9
Female (%)	3.3	1.7	1.2	7.8	24.2	9.1	2.5

Important Motives For Visiting the Broken Group Islands

To get some privacy/solitude	85.9%
To get away from it all	86.0%
To spend time with family/ friends	72.9%
For adventure/ wilderness experience	77.9%
To learn new skills	45.1%
To challenge/ test abilities	45.9%
To meet new people	25.9%
To enjoy natural features	97.5%
Other	27.0%

Disabilities:

Mobility	1.6%
Hearing	3.3%
Visual	0.0%
Other	0.8%

Table 2. Trip Profile: Broken Group Private Boaters

Point of Departure

Toquart Bay	1.6%
Ucluelet	18.9%
Port Alberni	17.2%
Banfield	36.1%
Other	22.9%

Type of Vessel:

Sailboat	68.0%
Motorboat (under 25 ft.)	9.0%
Motorboat (over 25 ft.)	22.9%
Other	0.0%

Total Nights in Broken Group:

1 Night	3.3%
2 Nights	7.4%
3 Nights	13.1%
4 Nights	13.9%
5 Nights	9.0%
6-10 Nights	26.9%
Over 10 Nights	13.1%

Type of Visit:	Landings	Av. # Nights Camping
Benson	9.00%	0.0
Clarke	13.12%	1.0
Dodd	31.15%	3.9
Gibraltar	19.67%	1.4
Gilbert	9.84%	1.3
Hand	14.75%	2.0
Jacques	28.93%	2.0
Turret	15.57%	2.3
Willis	15.57%	1.6
Other	68.67%	1.9

Activities:

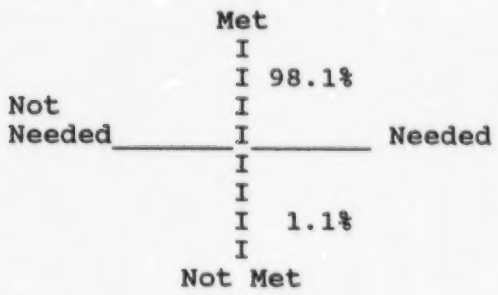
Camping	4.1%
Sport Fishing	82.8%
Beachcombing	73.0%
Kayaking/Canoeing	8.2%
Sightseeing (land and water)	90.2%
Viewing Marine Mammals	65.6%
Viewing Intertidal/Tidal Pools	63.9%
Bird Watching	61.5%
Scuba Diving	9.8%
Other	36.9%

Table 3. Visitor Satisfaction: Broken Group Private Boaters

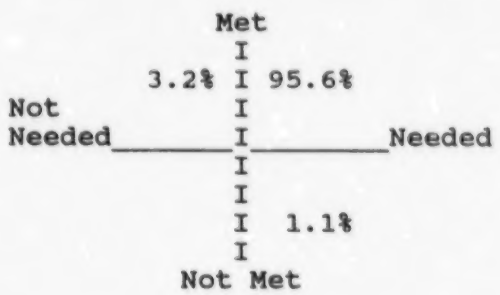
Overall Satisfaction	
Very Satisfied	64.8%
Satisfied	31.1%
Dissatisfied	0.8%
Very Dissatisfied	0.0%
Overall Satisfaction (Satisfied or Very Satisfied) by...	
Main destination	98.3%
Planned stop	100.0%
Unplanned stop	100.0%
First visit	100.0%
Repeat visitor	98.5%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	100.0%
Other disability	100.0%
Facility and Service Satisfaction (% Satisfied or Very Satisfied)	
Park signs	86.5%
Park literature	84.8%
Campsites	80.0%
Toilets	80.0%
Potable water	55.6%
Docking facilities	69.8%
Park employees	99.0%
Marine chart 3670	97.1%

Table 4. Success Criteria: Broken Group Private Boaters

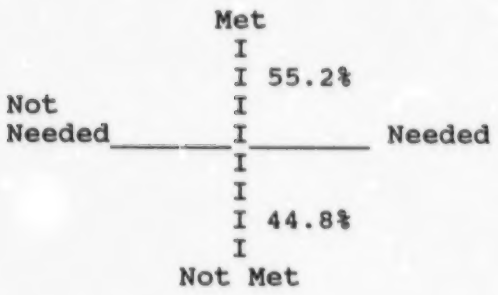
SCENERY



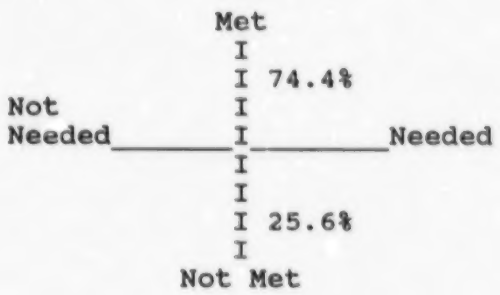
WILDLIFE/ NATURAL RESOURCES



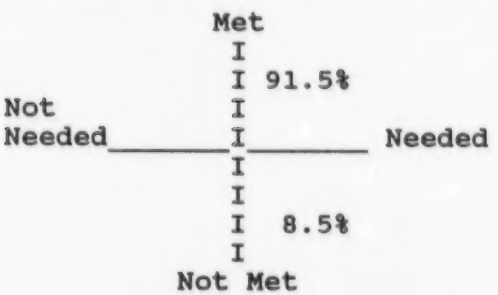
HERITAGE/CULTURAL



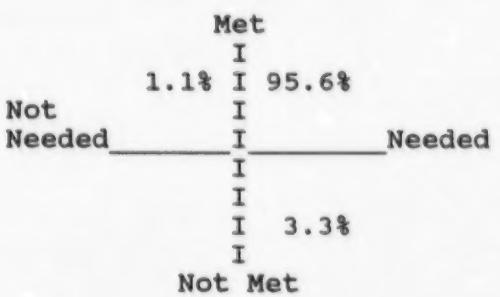
WEATHER



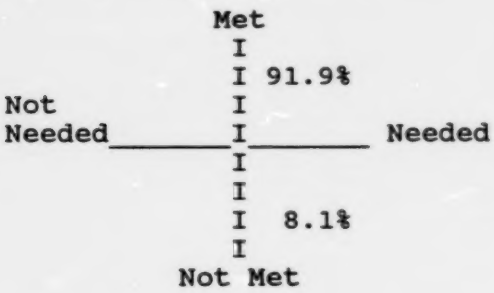
WATER CONDITIONS



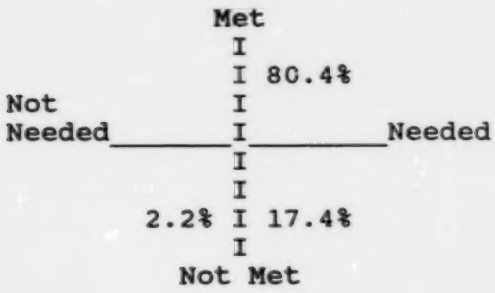
UNTOUCHED NATURAL ENVIRONMENT



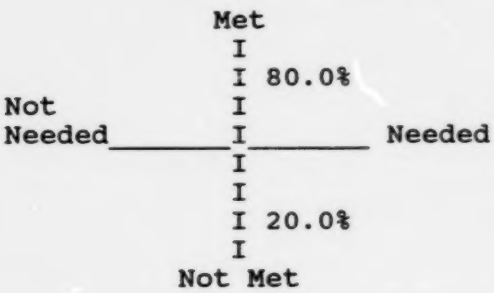
ANGLING OPPORTUNITIES



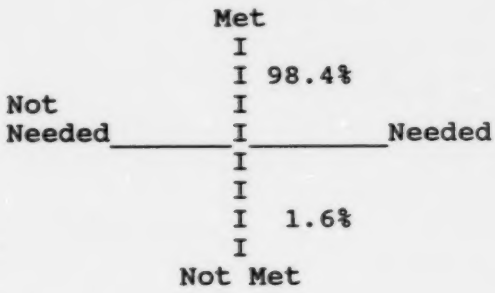
FOUL WEATHER ALTERNATIVES



GOOD CAMPING FACILITIES



FRIENDLY PEOPLE



DIXIE IV

BROKEN GROUP ISLANDS

BROKEN GROUP ISLANDS SURVEY ANALYSIS: DIXIE IV

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 220 people who visited the Broken Group Islands during the summer of 1989 on the Dixie IV ferry service. The results are displayed primarily in tabular form, with brief comments provided below.

Visitor Profile: As Table 1 indicates, the Dixie IV accommodates a large number of people from outside of British Columbia, particularly from Alberta and the eastern provinces. However few of these tourists view their visit to the Broken Group as the primary destination, and many (51.7%) are not aware of being in a National Park. Local pamphlets and the Tourist Information Service are the most effective ways that people hear about the Dixie IV service, whereas people here about the Broken Group primarily by word of mouth or through the Tourism Information Centre. The largest age grouping of these visitors is between 25-34 years, although there is a significant number of users from all age groups. By far the most important motive indicated for visiting the area is to enjoy natural features. It seems that visitors traveling on the Dixie IV (and the Lady Rose) are seeking a much different kind of experience than are boaters or campers, in that motives such as privacy or adventure are important to a much smaller number of people. About 10% of these visitors have some physical disability.

Visitor Satisfaction: Overall satisfaction is very high, with only 5.6% of these people feeling that their experience fell short of expectations.

Success Criteria: VIsitors were asked to indicate what criteria were important to them for a successful trip to the area, and if these criteria were met on their trip. Visitor responses to both of these questions are displayed in Table 3. For each type of criteria, it is apparent that the most satisfied responses are indicated in the upper right quadrant, and the least satisfied responses are represented in the lower right quadrant. Using this interpretation, it is apparent that these visitors were satisfied with most aspects of their experience, although concerns are evident with regard to heritage/cultural resources, foul weather alternatives, camping facilities,and angling opportunities.

Table 1. Visitor Profile: Dixie IV

Origin:							
British Columbia	22.5						
Alberta	4.5%						
Ontario, Quebec	12.9%						
USA Pacific	7.3%						
Foreign	24.7%						
Other	11.6%						
Age and Gender	**-11**	**12-17**	**18-24**	**25-34**	**35-49**	**50-64**	**65+**
Male (%)	4.7	2.4	2.5	13.0	13.6	9.4	4.9
Female (%)	4.9	1.9	0.1	16.1	12.9	8.9	4.2
Nature of Visit							
Main destination	7.3%						
Planned Stop	36.5%						
Unplanned Stop	53.4%						
Repeat Visitation							
Yes	9.5%						
No	90.5%						
Awareness of Being in a National Park							
Yes	45.5%						
No	51.7%						

Source of Information About...	Dixie IV	about Broken Group
Media	___	7.9%
Tourism Information Centre	22.5%	23.6%
Word of Mouth	10.1%	20.8%
N.P Information Centre	___	10.1%
Sportsman/Travel Shows	___	27.5%
Westerly News	2.8%	___
Local Pamphlets	34.3%	___
Ferry Pamphlets	10.1%	___
Ucluelet Chamber of Commerce	3.9%	___
Other	11.2%	3.9%

Important Motives For Your Trip Today:	Important	No Response
To get some privacy/solitude	56.7%	13.5%
To get away from it all	66.8	11.2
To spend time with family/ friends	38.7	17.4
For adventure/ wilderness experience	69.1	10.7
To meet new people	18.5	15.7
To enjoy natural features	93.8	4.5
Other	15.1	83.1

Disabilities:	
Mobility	2.8%
Hearing	5.1%
Visual	0.0%
Other	1.7%

Table 2. Visitor Satisfaction: Dixie IV

Overall Satisfaction
- Very Satisfied..... 56.2%
- Satisfied..... 37.6%
- Dissatisfied..... 1.1%
- Very Dissatisfied..... 0.0%

Overall Satisfaction (Satisfied or Very Satisfied) by...
- Main destination.....100.0%
- Planned stop..... 98.4%
- Unplanned stop..... 98.9%

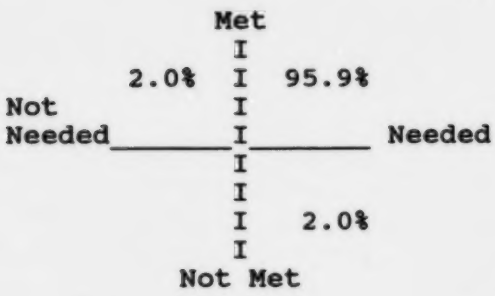
- Mobility impaired.....100.0%
- Hearing impaired.....100.0%
- Visual impaired.....100.0%
- Other disability.....100.0%

Expectations:
- Exceeded expectations..... 30.9%
- Met expectations..... 56.7%
- Fell short of expectations.. 5.6%

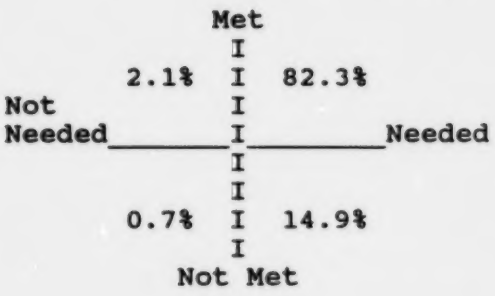
Facility and Service Satisfaction (% Satisfied or Very Satisfied)
- Size of Dixie IV.....93.8%
- Beach stops.....94.4%
- Reservation system.....96.5%
- Narration.....97.5%
- Employees.....93.8%

Table 3. Success Criteria: Dixie IV

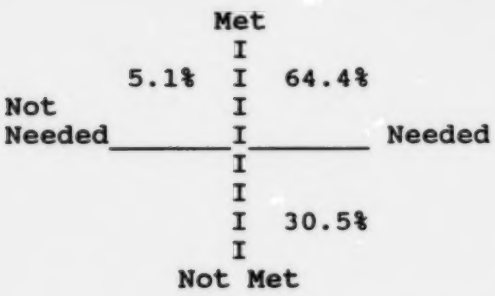
SCENERY



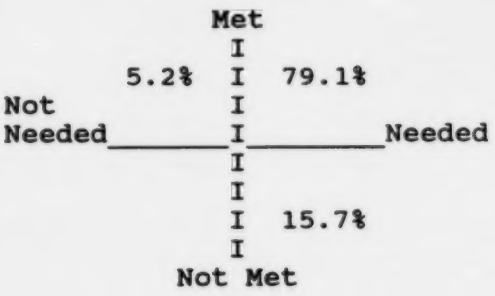
WILDLIFE/ NATURAL RESOURCES



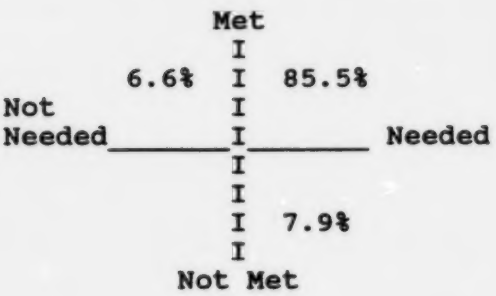
HERITAGE/CULTURAL



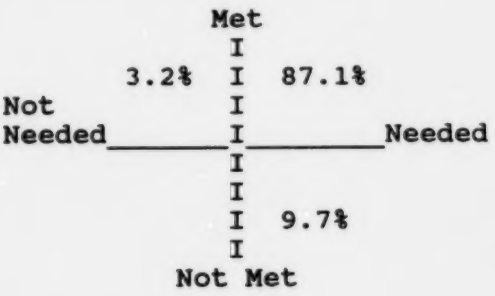
WEATHER



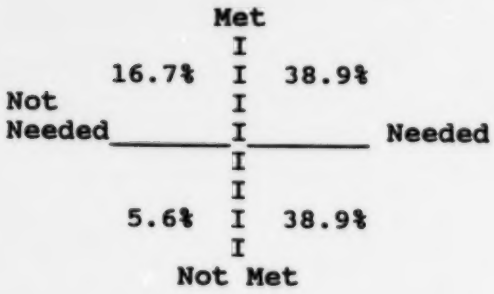
WATER CONDITIONS



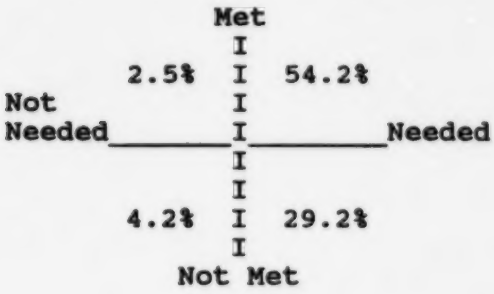
UNTOUCHED NATURAL ENVIRONMENT



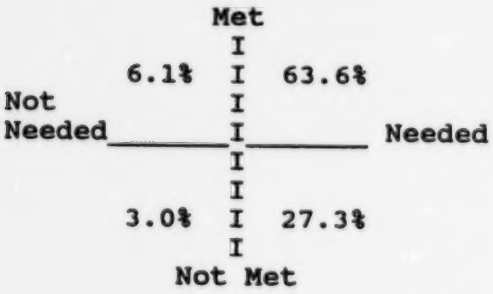
ANGLING OPPORTUNITIES



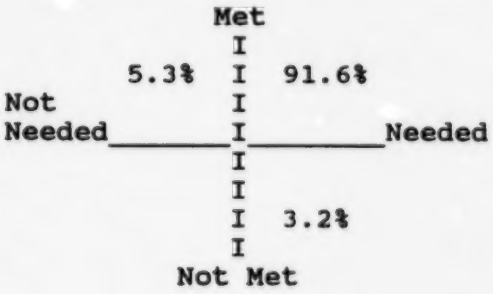
FOUL WEATHER ALTERNATIVES

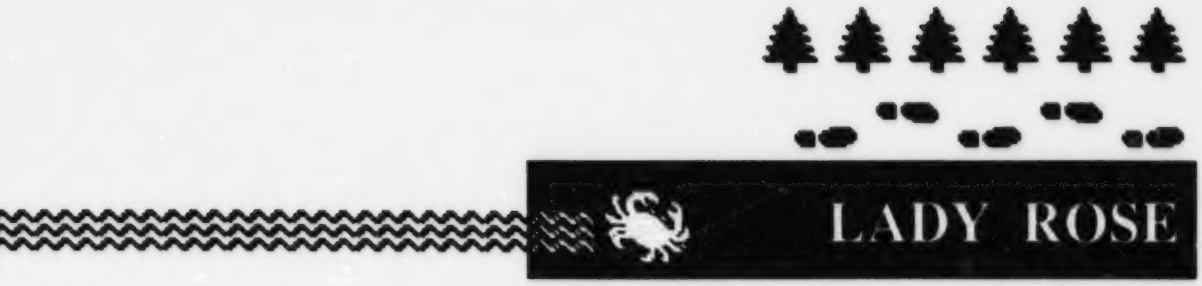


CAMPING FACILITIES



FRIENDLY PEOPLE




LADY ROSE
BROKEN GROUP ISLANDS

BROKEN GROUP ISLANDS SURVEY ANALYSIS: LADY ROSE

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 220 people who visited the Broken Group Islands during the summer of 1989 on the Lady Rose ferry service. The results are displayed primarily in tabular form, with brief comments provided below.

Visitor Profile: As Table 1 indicates, the Lady Rose accommodates a large number of people from outside of British Columbia, particularly from Alberta and the eastern provinces. However relatively few of these tourists view their visit to the Broken Group as the primary destination, and many (53.7%) are not aware of being in a National Park. Word of mouth seems to be the most effective way that people hear about the Lady Rose service, and about the Broken Group. Compared to boaters and campers, tourism information centres and the media are more effective information sources for people who decide to travel on the Lady Rose. The largest age grouping of these visitors is between 50-64, although there is a significant number of users from all age groups. By far the most important motive indicated for visiting the area is to enjoy natural features. It seems that visitors traveling on the Lady Rose (and the Dixie IV) are seeking a much different kind of experience than are boaters or campers, in that motives such as privacy or adventure are important to a much smaller number of people. About 12% of these visitors have some physical disability.

Visitor Satisfaction: Overall satisfaction is very high, with only 7.5% of these people feeling that their experience fell short of expectations. For some people the length of the stop in Ucluelet was of some concern.

Success Criteria: VIsitors were asked to indicate what criteria were important to them for a successful trip to the area, and if these criteria were met on their trip. Visitor responses to both of these questions are displayed in Figure 3. For each type of criteria, it is apparent that the most satisfied responses are indicated in the upper right quadrant, and the least satisfied responses are represented in the lower right quadrant. Using this interpretation, it is apparent that these visitors were satisfied with most aspects of their experience, although concerns are evident with regard to heritage/cultural resources, suitable weather conditions, foul weather alternatives, and angling opportunities.

Table 1. Visitor Profile: Lady Rose

Origin:

British Columbia	36.3%
Alberta	8.9%
Ontario, Quebec	13.5%
USA Pacific	22.6%
USA Mountain	3.2%
Other	18.5%

Nature of Visit:

Main Destination	18.6%
Planned Stop	50.0%
Unplanned Stop	23.9%

Repeat Visitation

Yes	11.6%
No	84.2%

Source of Information	About Lady Rose	About Broken Group
Media	15.3%	15.6%
Tourism Information Centre	19.5%	18.3%
Word of Mouth	31.1%	31.2%
N.P. Information Centre	-	2.7%
Sportsman/Travel Shows	-	1.1%
Pamphlets	6.8%	-
Other	14.8%	23.1%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male	5.9	2.7	2.7	3.3	12.1	7.8	8.6
Female	8.3	8.2	5.9	1.4	8.3	18.2	6.6

Important Motives For Visiting the Broken Group Islands

	Important/ Very Important	No Response
To get some privacy/solitude	39.5%	22.1%
To get away from it all	56.4%	21.2%
To spend time with family/ friends	49.7%	23.3%
For adventure/ wilderness experience	59.0%	22.8%
To meet new people	17.3%	25.7%
To enjoy natural features	85.8%	12.1%
Other	12.6%	85.1%

Disabilities:

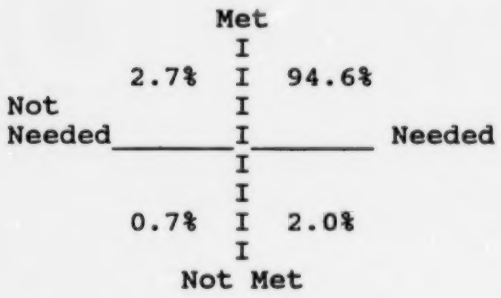
Mobility	5.3%
Hearing	3.7%
Visual	1.0%
Other	2.1%

Table 2. Visitor Satisfaction: Lady Rose

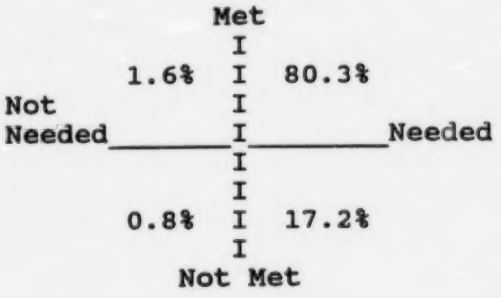
Overall Satisfaction	
Very Satisfied	51.6%
Satisfied	48.4%
Dissatisfied	0.0%
Very Dissatisfied	0.0%
Overall Satisfaction (Satisfied or Very Satisfied) by...	
Main destination	100.0%
Planned stop	100.0%
Unplanned stop	100.0%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	100.0%
Other disability	100.0%
Expectations	
Exceeded expectation	30.1%
Met expectations	58.6%
Fell short of expectations	7.5%
Facility and Service Satisfaction (% Satisfied or Very Satisfied)	
Size of the Lady Rose	96.3%
Length of Stop in Ucluelet	74.0%
Reservation System	86.1%
Employees	95.7%
Maps and Charts	90.8%
Services on Boat	94.5%
Food Quality at Coffee Shop	90.8%

Table 3. Success Criteria: Lady Rose

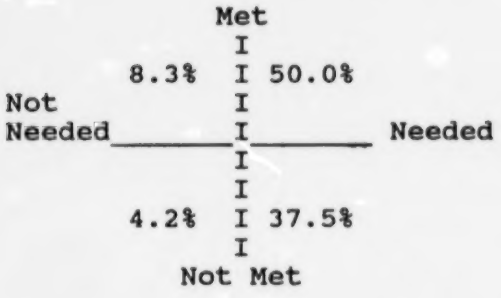
SCENERY



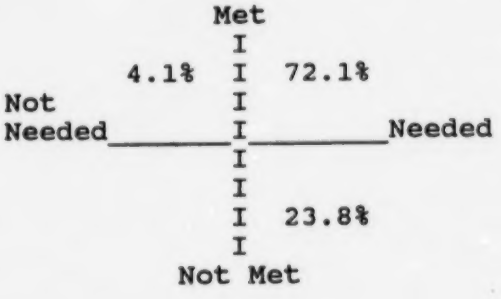
WILDLIFE/ NATURAL RESOURCES



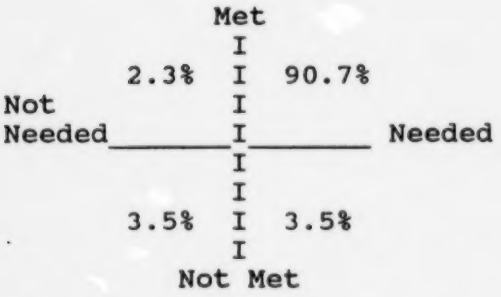
HERITAGE/CULTURAL



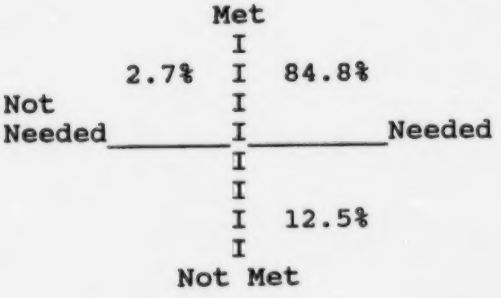
WEATHER



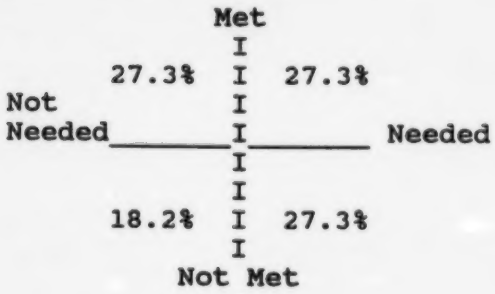
WATER CONDITIONS



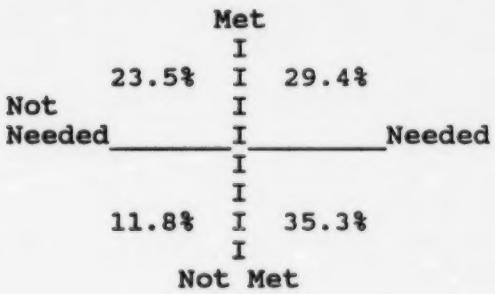
UNTOUCHED NATURAL ENVIRONMENT



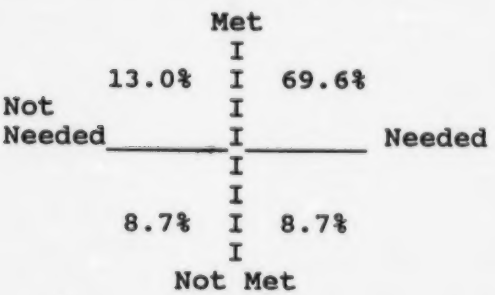
ANGLING OPPORTUNITIES



FOUL WEATHER ALTERNATIVES



ACCOMMODATION/CAMPING FACILITIES



FRIENDLY PEOPLE